

The ICFAI University, Jaipur
The IIEC & the ICFAI School of Liberal Arts
Exposure/Field Visit to Startup Summit, J K Lakshmipat University, Jaipur



February 28, 2025

The ICFAI School of Liberal Arts (ISLA) under the aegis of the IIEC, The ICFAI University, Jaipur organised an exposure visit to the Startup Summit: Aarohan organised by the J K Lakshmipat University, Jaipur on February 28, 2025. Forty seven students participated in the visit.

Objective: The objective of the visit was to provide practical exposure to the students of the university to startup culture and business innovation, to understand the challenges and opportunities in entrepreneurship, to interact with successful startup founders and investors and to explore potential collaboration and networking opportunities.

The inaugural session commenced at 1000 hours and comprised of the welcome address by Prof. Dheeraj Sanghi, Honourable Vice Chancellor, JKLU followed by keynote sessions by Mr. R. Gopalakrishnan, Former Director, TATA Sons Limited and Former Vice Chairman of the Board, Hindustan Unilever Limited. They provided insights into the rapidly evolving startup ecosystem, highlighting recent trends, opportunities, and challenges in India's entrepreneurial landscape. These were followed by the following sessions:

Marketing on a Shoestring Budget

Speakers: Mr. Ankit Singhal, Director, SysB International Pvt. Ltd. And Ms. Rishika Rao, Founder, Four Cross Media, Instagram Influencer. The session emphasized low-cost yet highly effective marketing strategies that startups can implement, such as leveraging social media, influencer collaborations, and organic digital outreach.

Sustainability on a Budget

Speakers: Mr. Aditya Nath Sharma, Founder, Eco Centric and Nineth Space and Ramakant Jangid, Director, Ultraverse Technology & VP Rajasthan Solar Association. The speakers shed light on integrating sustainable practices within limited financial resources, covering aspects such as eco-friendly product development, cost-efficient renewable energy solutions, and waste management strategies.

Building a Dream Team without Breaking the Bank

Speakers: Mr. Abhishek Jain, Practice Head, Wipro and Mr. Omkar Singh Rathore, Director, DotSquare. The session explored strategies for hiring and retaining talent in startups with limited resources.

The students also got the chance to visit stalls of upcoming startups and hear about the concept and mechanism behind their startup. These stalls were set up by students of different universities. The visit was coordinated by Ms. Sugandha Verma, Assistant Professor in the ICFAI School of Liberal Arts and Member, IIEC, The ICFAI University, Jaipur.

Outcome: Students gained valuable insights into real-world business challenges and startup management strategies and understood the significance of mentorship, networking, and investor

relations in startup success.

Submitted by:

Ms. Sugandha Verma

Member, IIEC & Asst. Prof.

ICFAI School of Liberal Arts

The ICFAI University, Jaipur

Glimpses:



List of Participating Students

YEAR: 2024-2025

Name of the Club	Name of the Event	Date	Enrolment Number	Name of the Student
IEEC	Exposure/Field Visit to Startup Summit	February 28, 2025	24FMSUIUJDD05031	Tanishka Sharma
			24FMSUIUJDD05033	Yuvika Agnihotri
			24FMSUIUJDD04009	Poorva Sharma
			24FMSUIUJND05022	Pragati Rai
			23FMSUIUJDD05015	Komal Khandelwal
			23FMSUIUJND03002	Aishiki Patra
			24FSTUIUJDD10071	Preksha Vaid
			24FSTUIUJND10084	Shubha Shukla
			22STUJPCS0008	Gopal Soni
			22STUJPCS0031	Ram Singh
			23FSTUIUJND10054	Somya
			23FSTUIUJND10012	Bagun
			22STUJPCS0014	Himanshu Gupta
			24FSTUIUJDD10026	Gaurav Vaishnav
			24FSTUIUJDD10090	Vansh Gagwani
			ILS21110	Hiya karamchandani
			ILS21101	Anchal verma
			ILS21108	Harshit naveen
			ILS21122	Swapnil sharma
			ILS21123	Toshik parashar
			ILS21218	Khushi khandelwal
			ILS21116	Prerak chaudhary
			ILS21122	anurag jain
			ILS21207	Anjali meena
			24FLAUIUJND02008	Vidity vidhya
			24FLAUIUJDD01041	Laiba sheikh
			24FLAUIUJDD01027	Sagar Verma
			24FLAUIUJDD01009	Rohit Meena
			23FLAUIUJDD01018	Chitrakshi Sharma
			24FLAUIUJDD01012	Bhumika Sharma
			24FLAUIUJND03002	Bhumika Rathore
			24FIAUIUJDD01037	Radhika khatun
			24flaiuijdd02007	Mohd Kashif
			23FLAUIUJND03004	Arathi A.R.
			24FLAUIUJDD02002	Rajesh Yadav
			24FLAUIUJND02001	Yogita Sharma
			24FLAUIUJDD01008	Komal meena

			24FLAUIUJDD01007	Neelam Sharma
			24FLAUIUJDD01039	Gunjan mahawar
			24FLAUIUJDD03003	Priyanka Sharma
			ISLA22118	Harish Meena
			24FLAUIUJDD01033	Lakshita gupta
			24FLAUIUJDD01016	Sanjana sanwariya
			24FLAUIUJND02005	Khyati kanwar
			24FLAUIUJND02006	Khushi kanwar
			24flauijdd01032	Pritam Sharma
			24FLAUIUJND01026	Gourav Sharma
			24FLAUIUJDD01002	Prashansha bhargava